

Age Strong Public Awareness Campaign- FAQ



Age Strong
Commission

What is the Age Strong Campaign?

It is a print and multimedia public awareness campaign aimed at revealing implicit biases around aging and dispelling stereotypes about older adults in order to promote more positive messaging around aging.

Why are we launching an ageism awareness campaign now?

The demographics of our city are changing. In 2010, there were over 88,000 residents age 60+. By 2030, this number is expected to exceed 130,000. In Boston, we age strong. Strength comes in many forms: culturally, physically, mentally, emotionally. We recently changed our name to reflect that, and this campaign is another layer to that work, signaling meaningful, societal shift, which hopefully can be a model for other communities.

What is the concept and meaning behind the Age Strong campaign?

The print and multimedia campaign features eight older Bostonians who defy negative stereotypes about aging. In the advertisements, the models stand boldly under labels that often get placed on older people--frumpy, cranky, inactive, senile, frail, childish, over the hill, and helpless--and their stories counter those biases. The advertisements will be featured on bus shelters, in Boston Public Library locations, in a commercial airing on Comcast, and in digital signage through Massport throughout the fall.

Who is a part of this campaign?

- Mayor Martin J. Walsh and Age Strong Commissioner Emily Shea
- Older Bostonians featured in the advertisements (contact info available upon request)
- Creative direction, Cassandra Baptista from the Age Strong Commission
- Design support, City of Boston's Department of Innovation and Technology
- Photographer, Jason Grow

Why did we pick these specific models?

For the Age Strong public awareness campaign, we wanted to choose models that reflected the City of Boston's diversity and models that disrupt negative messaging about aging. Boston is a diverse, beautiful city with strong, experienced and engaged older residents. The eight unique models featured exemplify the qualities of great Bostonians. They feel a sense of pride about their age and accomplishments, and defy stereotypes simply by being who they are.

Why did we choose these words?

The negative labels that we chose were common stereotypes that many Americans use for older adults. We want people to feel conscious and aware of their own implicit biases. We hope to spark a dialogue on ageism by putting negative stereotypes like "helpless" over an activist and "childish" over an entrepreneur. We want older Bostonians to be seen for their rich, dynamic experiences and contributions, and we want to keep our promise of combating ageism.

Where will the campaign be visible?

- Bus shelters, Bookmarks
- Commercial
- Massport
- City Hall
- Library locations
- [Our website](http://www.boston.gov/age-strong) (www.boston.gov/age-strong)
- And more!